



Alaska Seafood Marketing Institute (ASMI)
Domestic Marketing Committee Meeting
Wednesday, March 2, 2022
9:00 AM – 12:00 PM Alaska Time
Join Zoom Meeting

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Meeting ID: 822 0648 2427

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I. **9:00 AM Call to Order by Madame Chair, Lilani Estacio-Dunn**

II. **Antitrust statement**

Chairwoman Dunn read antitrust statement.

III. **Roll Call**

Present:

Madame Chair Dunn

Vice Chair John Salle

Larry Christensen

Branson Spiers

John Daly

Mike Cusack

Thea Thomas

Michael Erickson

Absent:

Ron Christianson

Also Present:

ASMI contractors and staff

Allen Kimball, ASMI Board of Directors Chair

Mark Palmer, ASMI Board of Directros

IV. **Approval of Agenda**

Christensen moved to approve, Cusack seconded, none opposed. Motion passed.

V. **Approval of minutes from All Hands 2021**

Thomas move to approve the minutes from the meeting held at the 2021 ASMI All Hands, Christensen seconded, none opposed. Motion Passed.

VI. **New staffing updates**

Chairwoman Dunn asked Megan Rider, Domestic Marketing Director to give an update on staff. Rider announced Amy Dukes will move into Retail Marketing Coordinator position once approved by the state. Rider announced that after approval a search will begin for new Domestic Marketing assistant.

VII. **Public Comment**

No public comment.

VIII. **Budget Presentation provided by Megan Rider**

Rider presents budget update to the DMC. Rider discussed where funds are allocated for Foodservice and Retail programs, including staff salaries and requested adjustments to last year's budget. Rider requested to increase trade shows and conferences budget for Foodservice and decrease Retail trade show and conferences budget decreased. Rider discussed increase to Retail trade support budget.

IX. **Committee Discussion and approval of budget**

Christensen moved to approve budget as presented, Thomas seconded, none opposed. Motion passed.

Thomas requested a year of year matrix of the budget to show comparisons of change. Rider agreed to create a year of year matrix to be added to the committee's shared documents.

Chairwoman Dunn moved to approve budget in a roll call vote. The committee voted unanimously to approve budget.

X. **Old Business and Good of the Order**

Christensen inquired about talking points to be provided by the Communications team on the Russian war in Ukraine's impact on markets. Rider responded that ASMI is in the preliminary stages of creating talking points and the International team will keep us apprised. ASMI Senior Director of Global Marketing and Strategy, Hannah Lindoff provided a brief update on the potential impacts. Cusack asked if there will be a board meeting or press release with talking points on the subject. ASMI Board of Director Chairman Kimball responded that ASMI wants to stay focused on the market and opportunities in the market. Chairman Kimball discussed supply chain disruption caused by the war and the pandemic should be the focus.

Director Mark Palmer joined meeting.

Director Mark Palmer cautioned against possible social media blowback if the situation is not handled delicately. ASMI Communications Director Heimbigner and team are actively following the social media.

XI. **Adjourn**

Christensen moved to adjourn, Thomas seconds. Motion Approved. Adjourned at 10:13am AKT